

DOWNTOWN FRESNO ARTS, CULTURE, ENTERTAINMENT AND SPORTS

EXECUTIVE DIRECTOR

WHAT IS DOWNTOWN FACES?

Downtown FACES is a nonprofit organization formed in 2009 to promote events that bring people of all backgrounds to Downtown Fresno, a key part of the effort to revitalize this important area. The nonprofit will solicit donations from individuals and agencies who have an interest in supporting cultural diversity and downtown revitalization. The nonprofit will use those funds to recruit organizations that host arts, cultural, entertainment or sports events to hold such events downtown. The nonprofit will provide technical assistance, joint marketing, and joint use of equipment to assist those organizations. The organization's board of directors currently consists of staff from the City of Fresno and the Fresno Grizzlies.

JOB DESCRIPTION

Position summary: Individual is responsible for bringing new foot traffic to the Fulton Mall and Chukchansi Park by creating, organizing, and managing a series of successful and profitable outdoor events.

Essential functions:

1. Invent new, authentic events for Fresno and, in coordination with the board, determine which events to create, organize, and manage.
2. Pursue and book existing out-of-town traveling events as needed.
3. Organize and work with volunteer committees dedicated to individual events.
4. Book agreements with local media to sponsor events individually or as a series.
5. Execute creative promotional strategies -- online, via word of mouth, signage, etc. -- to reach audiences beyond traditional media.
6. Develop sponsorship packages for events, individually and as a series, in coordination with the board and event committees.
7. Recruit, book, and manage relationships with sponsors for the yearlong series of FACES events.
8. Recruit, book, and manage relationships with sponsors for individual FACES events.
9. Work with event committees to organize volunteers for the variety of tasks necessary to execute each event successfully.
10. Apply for and monitor compliance with permits from state, county, and city government agencies.
11. Learn and understand the County of Fresno's food vendor requirements.
12. Develop fees and regulations for food and non-food vendors.
13. Recruit, book, monitor operations of, and manage relationships with vendors selling both food and non-food items, in coordination with event committees.
14. Engage businesses on and near the Fulton Mall to participate in events as vendors and sponsors, or by keeping stores open while events are happening.
15. Rent, borrow, or purchase equipment as needed, such as stages, food vendor sinks, barricades, and event-specific items.
16. Recruit, book, monitor operations of, and manage relationships with musicians and other entertainers, in coordination with event committees.

17. Purchase and maintain liability insurance for the organization.
18. Keep the organization's books and report regularly to the board on the organization's financial position in the form of standard balance sheets and profit and loss reports.
19. Keep well managed files on all aspects of the organization's operations.
20. Prepare summaries following each event reporting their financial outcome and impacts on revitalization goals.
21. Build and manage relationships with other event-sponsoring entities such as the Downtown Association of Fresno, City agencies, and the Fresno Grizzlies.
22. Continue and expand RevFest and HyeFest, two festivals begun in 2009, through the work described above.

Knowledge, skills, and abilities:

1. An exceptional level of self motivation and energy.
2. Bachelor's degree in related field or Associate's degree plus two years full-time directly related work experience.
3. Proficient in Microsoft Office.
4. Ability to initiate, lead, plan and direct the work of volunteers and oneself.
5. Ability to work effectively on an individual basis and within a team framework.
6. Ability to handle multiple projects, meet deadlines and achieve objectives.
7. Strong planning and organizational skills.
8. Strong communications skills, both verbal and written.
9. Ability to maintain a professional business image.

Physical demands:

1. Attendance and punctuality.
2. Mobility within the office.
3. Ability to work in hot and cold environments.
4. Ability to walk, sit, stand, and climb stairs.
5. Ability to lift up to 25 pounds.
6. Ability to drive a vehicle.

Compensation:

- Pay to be based in part on performance.
- Commission and bonus tied to direct sales efforts.

To apply:

Email resume to: angela.vasquez@fresno.gov

Applications due by 5 p.m. on Monday, November 2, 2009